



Specsavers looks to digital media to drive bookings of eye test appointments



Company Overview

Specsavers is a British multinational optical retail chain that offers optician services for eyesight testing.

“Quantcast’s proprietary data and technology has really helped Specsavers deliver against hard performance KPIs over the past 18 months. The Quantcast product, via our agency, helps deliver against our objectives as a business. By knowing who to target and understanding how to reach more of these customers, and potential customers, online, Quantcast has been an integral part of our success. They have been a top digital performer for Specsavers to date and are currently one of our major programmatic display partners.”



JONATHAN PEACH
DIGITAL MARKETING MANAGER, SPECSAVERS

CHALLENGE

Specsavers wants to be as relevant as possible when reaching prospects looking to book an eye health check-up. In an increasingly competitive landscape, they must stay front of mind. With other retailers and healthcare providers vying for a share of the optical market, Specsavers sought to drive cost efficient appointments, at scale, by using digital media to drive customers to book an in-store appointment.

RESULTS

Through live data and real-time optimisations, Quantcast helped Specsavers drive cost efficient bookings and deliver against hard performance KPIs. They exceeded return on ad spend (ROAS) goals by 4x. Specsavers’ ongoing campaign was set to a minimum of 70% viewability and delivered against their campaign objectives.

SOLUTION

Using the largest live audience dataset across the open internet, Quantcast built lookalike models to drive success. Display advertising was then used to reach potential customers and optimise in real time. By having the Quantcast tag placed across 100 million web destinations globally, Quantcast was able to understand which users were most relevant for an eye health check-up and do so at scale.

HIGHLIGHTS

+31K ↗

Influenced bookings

9K ↗

direct appointment
bookings generated

+6.9x ↗

prospects converted
vs. average site traffic